## **ORDER**

 Order / Rev:
 35866

 Alt Order #:
 08802373

 Product Desc:
 ISSUE

Estimate:

Flight Dates: 10/10/12 - 10/16/12

Original Date / Rev: 05/16/12 / 10/12/12

Order Type: GENERAL

KLAS

Primary AE: Sales Office:

Sales Region:

Mike Jones

K-WAS

National

Agency

Orders

Name:

Buying Contact: Billing Contact:

act: Jessica Murray
ct:

3299 K Street NW

AGY, POL, ISS

Nebo Media

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

09/04/11

00:10:00

Cash

15%

Advertiser

Name:

Priority:

NRSC A35+

Demographic:

Product Codes:

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

10/01/12

Start Date End Date

PO4 LV2

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	57	\$83,900.00	\$71,315.00	0.00	
Totals	57	\$83,900,00	\$71,315,00	0.00	

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total		
KLAS	31%	\$83,900.00		
Market	100%	\$270,645,16		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLŘ	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	18%	\$48,716.13
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	17%	\$46,009.68
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Lr	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E	8	10/10/12	10/12/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	WTF	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
	NEWS												
	Sta	rt Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						
1	Neek: 10	/08/12	10/14/12	WTF	2	\$1,200.00	0.00						
E :	8	10/15/12	10/16/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	MT	:30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00

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**KLAS** 

Order / Rev:

35866

Advertiser:

**NRSC** 

Alt Order #:

08802373

**ISSUE Product Desc:** 

Flight Dates: 10/10/12 - 10/16/12 Estimate:

Ln Ch Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Start End Inventory Code **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----\$1,200.00 0.00 --WTF--\$2,000.00 :30 2 \$1,000.00LV1 0.00 NM 2 10/10/12 10/12/12 CBS This Morning 7-9a CM 7-9a **CBS This Morning EARLY SHOW** Start Date **End Date Weekdays** Spots/Week Rate Rating --WTF--\$1,000.00 0.00 Week: 10/08/12 10/14/12 2 10/15/12 10/16/12 CBS This Morning 7-9a CM MT----:30 2 \$1,000.00LV1 0.00 NM 2 \$2,000.00 8 7-9a **CBS This Morning EARLY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----2 \$1,000.00 0.00 10/10/12 10/12/12 Live w/Kelly CM --WTF--:30 \$850.00 LV2 0.00 NM 2 \$1,700.00 8 9-10a Live With Regis & Kelly **KELLY Start Date End Date** Weekdays 1 4 1 Spots/Week Rate Rating \$850.00 0.00 Week: 10/08/12 10/14/12 --WTF--\$850.00LV2 0.00 NM \$1,700.00 10/15/12 10/16/12 Live w/Kelly CM 9-10a MT----:30 Live With Regis & Kelly **KELLY** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/15/12 10/21/12 \$850.00 0.00 CM 10-11a :30 1 \$3,500.00LV1 0.00 NM 1 \$3,500.00 10/10/12 10/12/12 Price Is Right --WTF--Price Is Right **PRICE Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF--\$3,500.00 0.00 \$850.00LV2 0.00 NM \$1,700.00 10/10/12 10/12/12 8 News Now Noon M-F CM 12-1230p --WTF--:30 2 E 10 8 News Now Noon M-F **NEWS** Spots/Week Rating Start Date Weekdays **End Date** Rate Week: 10/08/12 10/14/12 \$850.00 0.00 :30 \$850.00LV2 0.00 NM 2 \$1,700.00 10/15/12 10/16/12 8 News Now Noon M-F CM 12-1230p MT----8 News Now Noon M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 MT----\$850.00 0.00 Week: 10/15/12 --WTF--:30 \$900.00LV2 0.00 NM \$900.00 E 12 10/10/12 10/12/12 1230-2p Soaps/ LMAD CM 1230-2p Soaps / Let's Make A Deal SOAPS Rating Start Date End Date Weekdays Spots/Week Rate 10/14/12 --WTF--\$900.00 0.00 Week: 10/08/12 \$900.00LV2 0.00 NM 2 \$1,800.00 10/15/12 10/16/12 1230-2p Soaps/ LMAD CM 1230-2p MT----:30 2 8 Soaps / Let's Make A Deal **SOAPS** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/15/12 10/21/12 MT----\$900.00 0.00 \$900.00LV2 The Talk 2-3P --WTF--:30 0.00 NM 1 \$900.00 8 10/10/12 10/12/12 CM 2-3p The Talk **TALK End Date** Weekdays Spots/Week Rate Rating Start Date Week: 10/08/12 10/14/12 --WTF--\$900.00 0.00 MT----10/15/12 10/16/12 The Talk 2-3P CM 2-3p :30 \$900.00LV2 0.00 NM \$900.00 E 15 8 The Talk **TALK** Spots/Week Rating **Start Date End Date** Weekdays Rate MT----\$900.00 0.00 Week: 10/15/12 10/21/12 0.00 NM 2 10/10/12 10/12/12 Ellen CM 3-4p --WTF--:30 2 \$1,000.00LV2 \$2,000.00 Ellen **ELLEN** 

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Order / Rev:

35866

Advertiser:

NRSC

Alt Order #: Flight Dates:

08802373

Product Desc: ISSUE

KLAS

10/10/12 - 10/16/12

Estimate:

Ln (	Ch Si	art l	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
E 16	8 10/	10/12 1	0/12/12	Ellen	CM	3-4p	WTF	:30	2 \$1,000.00LV2		2	\$2,000.00
_	=			Ellen								
E	LLEN Start Da	te Er	nd Date	Weekdays	Spots/Week	Rate	Rating					
Wee	k: 10/08/1		/14/12	WTF		\$1,000.00	0.00					
E 17	8 10/	15/12 1	0/16/12		СМ	3-4p	MT	:30	1 \$1,000.00LV2	0.00 NM	1	\$1,000.00
Eí	LLEN			Ellen								
L	Start Da	te Er	nd Date	Weekdays	Spots/Week	Rate	Rating					
Wee	k: 10/15/1		/21/12	MT	1		0.00					
E 18	8 10/	10/12 1	0/12/12	8 News Now 4p M		4-5p	WTF	:30	2 \$1,300.00LV2	0.00 NM	2	\$2,600.00
N!	EWS			8 News Now 4p M	7-1-							
• • • • • • • • • • • • • • • • • • • •	Start Da	te Er	nd Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Wee	k: 10/08/1	2 10	/14/12	WTF	2	\$1,300.00	0.00					
E 19	8 10/	15/12 1	0/16/12	8 News Now 4p M		4-5p	MT	:30	1 \$1,300.00LV2	0.00 NM	1	\$1,300.00
N'	EWS			8 News Now 4p M	1- <b>r</b>							
	Start Da	te Er	nd Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Wee	k: 10/15/1		/21/12	MT		\$1,300.00	0.00					
E 20	8 10/	10/12 1	0/12/12	8 News Now 5-630	•	5-630p	WTF	:30	2 \$1,500.00LV2	0.00 NM	2	\$3,000.00
N!	EWS			8 News Now 5-63	op w-r							
	Start Da	te Er	nd Date		Spots/Week	Rate	Rating					
	k: 10/08/1		/14/12	WTF		\$1,500.00	0.00		4 44 500 001160	0.00.104	4	04 500 00
E21	8 10/	15/12 1	0/16/12	8 News Now 5-630 8 News Now 5-630		5-630p	MT	:30	1 \$1,500.00LV2	0.00 NM	1	\$1,500.00
N	EWS			o items item 5-05	op W-i							
	Start Da		nd Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	k: 10/15/1		/21/12	MT	1	* .,	0.00	.20	2 64 200 001 \/2	O OO NAA	2	¢2 600 00
E 22	8 10/	10/12 1	0/12/12	630-7p Inside Edit Inside Edition	tion CM	630-7p	WTF	:30	2 \$1,300.00LV2	U.UU INIVI	2	\$2,600.00
II.	EDITION											
	Start Da		nd Date	Weekdays	Spots/Week	Rate	Rating					
E 23	ek: 10/08/1 8 10/		0/14/12 0/16/12	WTF 630-7p Inside Edit		\$1,300.00 630-7p	0.00 MT	:30	1 \$1,300.00LV2	0.00 NM	1	\$1,300.00
E 23	6 10/	13/12 1	0/10/12	Inside Edition	don Ow	000-1P	1-11	.00	1 41,000.00242	0.00 1411	•	<b>\$1,000.00</b>
IN	EDITION											
	Start Da		nd Date	Weekdays	Spots/Week	Rate	Rating					
E 24	ek: 10/15/1 8 10/		0/12/12	7-8p Rotator	CM	\$1,300.00 7-8p	0.00 WTF	:30	2 \$1,300.00LV2	0.00 NM	2	\$2,600.00
L 24	0 10	10/12 1	0/12/12	7-8p Rotator	Oili	1- <b>0</b> p		.00	2 (1)000.00212	0.00	_	02,000.00
E.	T/INSIDEF											
Mar	<u>Start Da</u> k: 10/08/1		nd Date 0/14/12	<u>Weekdays</u> wTF <b></b>	Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00					
E 25			_	7-8p Rotator	CM	7-8p	MT	:30	1 \$1,300.00LV2	0.00 NM	1	\$1,300.00
				7-8p Rotator		•						
E.	T/INSIDEF		nd Data	Modedaya	Cnoto Missis	Data	Datina					
Wer	<u>Start Da</u> k: 10/15/1		nd Date 0/21/12	<u>Weekdays</u> MT	Spots/Week 1	<u>Rate</u> \$1,300.00	Rating 0.00					
E 26				8 News Now 11p I		11-1135p	WTF	:30	2 \$2,200.00LV1	0.00 NM	2	\$4,400.00
	<b>514</b> 6			8 News Now 11p	M-F							
N	EWS Start Da	ite Fr	nd Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Wer	ek: 10/08/1		)/14/12	WTF		\$2,200.00	0.00					
E 27	8 10	15/12 1	10/16/12			11-1135p	MT	:30	2 \$2,200.00 LV1	0.00 NM	2	\$4,400.00
A1	EWS			8 News Now 11p	M-F							
N	Start D	ite Er	nd Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
				MT			0.00					
Wee	ek: 10/15/1		)/21/12 10/12/12	1911	CM	\$2,200.00 1135p-1237a		:30	2 \$850.00LV2		2	\$1,700.00

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Order / Rev: 35866

35866

Advertiser:

NRSC

Alt Order #:

08802373

Product Desc:

ISSUE

Flight Dates: 10/10/12 - 10/16/12

Estimate:

KLAS

Ln Cl	h Start	End	Inventory Code	Break	Start/End 1	rime Days	Len Spor	s Rate Pri	Rtg Type	Spots	Amount
			Letterman								<del></del>
LE.	TTERMAN		Letterman								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	c: 10/08/12	10/14/12	WTF	2	\$850.00	0.00					
E 29	8 10/15/1	2 10/16/12	Letterman Letterman	CM	1135p-1237a	MT	- :30	1 \$850.00LV2	0.00 NM	1	\$850.00
LE"	TTERMAN		Letterman								
Week	Start Date	End Date 10/21/12	Weekdays MT	Spots/Week 1	<u>Rate</u> \$850.00	Rating 0.00					
E 30	8 10/10/1	2 10/12/12	8 News Now 5a N	и-F CM	5-6a	WTF	- :30	2 \$1,000.00LV1	0.00 NM	2	\$2,000.00
NE	MC		8 News Now 5a i	M-F							
INE	WS Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week	: 10/08/12	10/14/12	WTF		\$1,000.00	0.00					
E31	8 10/12/1	2 10/12/12	Fri 8-9p CSI: NY	СМ	8-9p	F	- :30	1 \$8,500.00LV1	0.00 NM	0	\$0.00
CS	I NY		001.141								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
	:: 10/08/12 <u>Ch Date Ra</u>	10/14/12	escription		\$8,500.00 <u>/End Time</u>	0.00	Weekdays	Length Rate	Rtg Type		
Spot 1		2-10/14/12 F		8-9p			F	:30 <del>(\$8,500.00)</del>			
	Credited			•				,,,,,			
	[due pgm ch										
E 32	8 10/13/1	2 10/14/12	8 News New Sa/		11-1135P	SS	30	2 \$1,100.00LV1	0.00 NM	2	\$2,200.00
NE	ws		8 News Now Sa/	Sullip							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
	c: 10/08/12	10/14/12	<b>-</b> -ss		\$1,100.00	0.00	1841	Laurath Data	Die Tues		
Spot 1	Ch Date Ra		escription News Now 11p S		<u>l/End Time</u> 135P		<u>Weekdays</u> SaSu	<u>Length</u> <u>Rate</u> :30(\$1,100.00)	Rtg Type		
•	See MG 32.		none non rip c	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				.00(01)100100)	0.00		
2			News Now 11p S	Sa/Su 11-1	135P		SaSu	:30 <del>(\$1,100.00)</del>	0.00 NM		
	See MG 32.		Nama Namada - O	n-10 44.4	40ED		Cacu	.20 ¢4 400 00	O OO NINA		
3 (A)			News Now 11p S	5a/Su 11-1	135P		SaSu	:30 \$1,100.00	U.UU INIVI		
4			News Now 11p S	a/Su 11-1	135P		Su	:30 \$1,100.00	0.00 NM		
<b>(</b> 10)	MG for 32.1		•								
E 33	8 10/13/1	2 10/13/12	CBS Early Show	- Sat. CM	5-7a	s·	- :30	1 \$550.00LV1	0.00 NM	1	\$550.00
	- 54511/		CBS Early Show	- Sat.							
SA	T EARLY Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week	: 10/08/12	10/14/12	S-	1	\$550.00	0.00					
E 35	8 10/13/1	2 10/13/12	8 News Now Sat		5-7p	S-	- :30	1 \$800.00LV2	0.00 NM	1	\$800.00
NE	ws		8 News Now Sat	: 5-7p	(5:00 PM-5:30	PM)					
INE	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week	c: 10/08/12	10/14/12	S-	1	\$800.00	0.00	_				
E 36	8 10/13/1	2 10/13/12	Sat 7-8p - ET Wk		7-8p	S-	- :30	1 \$600.00LV2	0.00 NM	1	\$600.00
FT	WEEKEND		Ent Tonight Wee	ekend							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week	c: 10/08/12	10/14/12	s-	1	\$600.00	0.00					
E 38	8 10/14/1	2 10/14/12	CBS News Sund	•	CBS Sunday	MorniS	5 :30	1 \$2,000.00LV1	0.00 NM	2	\$2,000.00
SU	N MORN		CBS News Sund	ay worning							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week	c: 10/08/12	10/14/12	S	1	\$2,000.00	0.00			ı	I	

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Order / Rev:

35866

Advertiser:

NRSC

Alt Order #:

08802373

Product Desc:

ISSUE

KLAS

\$83,900.00

57

Totals

Flight Dates:

10/10/12 - 10/16/12

Estimate:

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
E38 8 10/14/1	2 10/14/12	CBS News Sunda	•	CBS Sunday	Morni	·S :30	1 \$2,000.00LV1	0.00 NM	2	\$2,000.00
SUN MORN		CBS News Sunda	ly Morning							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	s	1	\$2,000.00	0.00					
Spot Ch Date Ra		escription		VEnd Time		Weekdays		Rtg Type		
		BS News Sunday I	Morning CBS	Sunday Mori		Su	:30 <del>(\$2,000.00)</del>	0.00 <i>NM</i>		
See MG 38.	•	at Daimes Sussial	720	40		sa	:30 \$1,000.00	O OO NINA		
2 8 10/13/12 MG for 38.1		at Prime Special	730-	тор		3a	.30 \$1,000.00	0.00 14141		
•		at Prime Special	730-	10n		Sa	:30 \$1,000.00	0.00 NM		
⊕ MG for 38.1		at i iiiile opeoidi	700	TOP			100 01,000.00	0.00		
E 42 8 10/14/12	2 10/14/12	8 News Now Sun	5-7p CM	5-7p		·S :30	1 \$1,500.00LV1	0.00 NM	1	\$1,500.00
2.2 0		8 News Now Sun	•	(6:30 PM-7:0	0 PM)		* * * * * * * * * * * * * * * * * * * *			,
NEWS										
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	S		\$1,500.00	0.00	·S :30	1\$12,000.00LV1	0.00 NM	1	\$12,000.00
E43 8 10/14/1	2 10/14/12	60 Minutes	СМ	7-8p		.5 .30	1 \$12,000.000	U.UU INWI	. '	\$12,000.00
60 MINUTES										
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12	10/14/12	S		\$12,000.00	0.00					
E44 8 10/14/1	2 10/14/12	Eye on Wash/Wal		5-6a		·S :30	2 \$400.00LV1	0.00 NM	2	\$800.00
EYE ON DC/WA	LLST	Eye On Wash/Wa	ali St Jrni							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	S	2	\$400.00	0.00					
N45 8 10/12/1	2 10/12/12	•	CM	8-9p	F-	:30	1 \$8,500.00LV1	0.00 NM	1	\$8,500.00
		NCIS								
Start Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating					
Week: 10/08/12 Spot Ch Date Ra	10/14/12	escription		\$8,500.00 <u>t/End Time</u>	0.00	Weekdays	Length Rate	Rtq Type		
	2-10/14/12 Fr		8-9p			F				
See MG 45.		•	·				•			
2 8 10/12/12	2-10/12/12 Fr	i 8-9p	8-9p	)		F	:30 \$8,500.00	0.00 NM		
	10/12									